



FOR IMMEDIATE RELEASE

Media Contact: Judith Drucker, Public Relations Manager

Phone: (609) 826-7477

Mobile: (609) 789-2362

***** MEDIA ADVISORY *****

***CASH4LIFE* New Game Launch Event
Satellite Feed & Media Download**

TRENTON, NJ (June 13, 2014) – What do time machines, a giant green cash ball, and a futuristic look at you as a new Lottery millionaire have to do with the launch of the new multistate draw game? Come see for yourself as the New York Lottery teams up with the New Jersey Lottery to launch the *CASH4LIFE* game offering not one but two coveted “For Life” prizes.

The first-of-its-kind multistate draw game features a \$1,000 a **Day** for life top prize as well as a \$1,000 a **Week** for life second prize.

WHO: New Jersey Lottery Executive Director Carole Hedinger and Acting New York Lottery Director Gardner Gurney will be available to answer questions about the new *Cash4Life* multistate draw game and its two lifetime cash prizes.

WHAT: New York and New Jersey Lotteries team up to launch *Cash4Life* draw game offering the public a chance to grab up to \$1,000 in the “Future You” Time Machine.

WHEN: Friday, June 13, 2014 from 12 p.m. to 2 p.m.

WHERE: Flatiron Public Plaza
(23rd St. between 5th Ave. and Broadway)
New York, NY

Cash4Life launch event satellite feed.

The satellite will be Galaxy 17 13K Slot A.

4:30 pm to 4:45 pm ET June 13, 2014

30-second prepackaged video segment with B-roll available

Video can be downloaded

www.newsinfusion.com/events/njlottery

NOTES: Find us on Facebook and Twitter